

# INDOT Market Research Project

## General Survey

### Draft Survey Instrument

#### INTRODUCTION

0. *From telephone exchange, identify rough geography of the household for possible customization.*
1. Hello, my name is \_\_\_\_\_, and I'm calling from the Indiana University Public Opinion Research Laboratory. We are conducting a public opinion survey about travel and transportation in Indiana, and we'd like very much to represent your household in the study. This is not a sales call. All of your household's opinions will be kept completely confidential.

Refusal	1	<b>Thank/Terminate</b>
Business/Non-residential	2	<b>Thank/Terminate</b>
Language	3	<b>Thank/Terminate</b>

## WARM-UP/GENERAL TRAVEL BEHAVIOR SECTION

2. We would like to begin by asking some questions about how you use Indiana's transportation facilities. How many registered automobiles, motorcycles, and light trucks does your household have available?

Record number of vehicles (DK/refused=9): \_\_\_\_\_

(IF Q.5=0, GOTO Q8)

3. During the past 12 months, about how many miles, in total, did you yourself drive . . . (READ LIST)? (RECORD ONE RESPONSE ONLY.) (IF REQUIRED) Your best estimate is fine.

Under 5,000 miles	1
5,000 to under 10,000 miles	2
10,000 to under 15,000 miles	3
15,000 to under 20,000 miles	4
20,000 miles or more	5
DK/Refused	9

4. During the past 12 months, about how many miles, in total, did all the members in your household, including yourself, drive . . . (READ LIST)? (RECORD ONE RESPONSE ONLY.) (IF REQUIRED) Your best estimate is fine.

Under 10,000 miles	1
10,000 to under 20,000 miles	2
20,000 to under 30,000 miles	3
30,000 to under 40,000 miles	4
40,000 miles or more	5
DK/Refused	9

5. (ASK ALL) In the past 30 days, how many times have you yourself ridden local public buses and commuter trains? (IF REQUIRED) Your best estimate is fine.

Record number of times (DK/refused=99): \_\_\_\_\_

6. How many times have you made a trip of more than 75 miles one way from your home in the past 12 months?

Record number of trips (DK/refused=99): \_\_\_\_\_

7. ( *ASK ALL* ) In the past 12 months, how many times have you yourself ridden Amtrak rail or intercity bus services? (*IF REQUIRED*) Your best estimate is fine.

Record number of times (DK/refused=99): \_\_\_\_\_

8. ( *ASK ALL* ) Over the past 12 months, how many times have you and the other members of your household traveled through one of Indiana's airports? (*IF REQUIRED*) Your best estimate is fine.

Record number of flights (DK/refused=99): \_\_\_\_\_

9. How did you usually get to work LAST WEEK (*IF REQUIRED*) (If this person usually used more than one method of transportation during the trip, indicate the one used for most of the distance?)

Car, truck or van	1	{Q. 13}
Bus	2	{Q. 14}
Commuter Rail	3	{Q. 14}
Taxicab	4	{Q. 14}
Motorcycle	5	{Q. 14}
Bicycle	6	{Q. 14}
Walked	7	{Q. 14}
Worked at home	8	{Q. 14}
Don't know / Refused	9	{Q. 14}

10. How many people, including yourself, usually rode to work in the car, truck or van LAST WEEK (*IF REQUIRED.*) Your best estimate is fine.

Record number of minutes(DK/refused=99999): \_\_\_\_\_

## IMPORTANCE SECTION

### Subsection 1: POLICIES

The next few questions are about the role of state agencies that have responsibility for transportation facilities and systems.

I'd like to know **in general** how important or unimportant various aspects of a state transportation agency's role are to you. I'm going to read a list of aspects and ask you to rate each one on a scale of 0 to 10, where 0 means "not at all important" and 10 means "extremely important." You can choose any number from 0 to 10. Keep in mind that I'm **not** asking for ratings of how well your state transportation agency is doing. Instead, I'm talking **in general**

about **how important or unimportant** various aspects of a state transportation agency's role are to you.

Let's start. On a scale of 0 to 10, how **important or unimportant** is it to you for a state transportation agency to . . . (INSERT FIRST ITEM IN RANDOMIZATION)? (CONFIRM THAT RESPONDENT UNDERSTANDS SCALE. THEN CONTINUE WITH REMAINING ITEMS IN RANDOMIZED ORDER. RECORD ONE RESPONSE ONLY FOR EACH ITEM.)

	Question	
11.	Reduce traffic congestion	
12.	Improve transportation safety	
13.	Improve access to business, recreation and cultural sites	
14.	Make it easier for low income, elderly, and disabled persons to get around	
15.	Actively coordinate with and assist other agencies	
16.	Support economic development in the state	
17.	Protect the environment	
18.	Make it easier for pedestrians and bicyclists to get around	
19.	Use new transportation technologies	
	<b>[EMERGENT ISSUES:]</b>	
20.	Have a long-term vision	
21.	Improve bus services	
22.	Improve passenger rail services	
23.	Preserve open spaces, farmlands, forests, and other land resources	
24.	Preserve rural lifestyles	
25.	Improve homeland security	

## ***Subsection 2: SERVICES***

I'd like to know **in general** how important or unimportant various transportation agency services are to you. I'm going to read a list of services and ask you to rate each one on a scale of 0 to 10, where 0 means "not at all important" and 10 means "extremely important." Please keep in mind that I'm **not** asking you to rate INDOT. Instead, I'm talking **in general** about **how important or unimportant** various transportation agency services are to you.

Let's start. On a scale of 0 to 10, how **important or unimportant** to you is . . . (INSERT FIRST ITEM IN RANDOMIZATION)? (CONFIRM THAT RESPONDENT UNDERSTANDS SCALE. THEN CONTINUE WITH REMAINING ITEMS IN RANDOMIZED ORDER. RECORD ONE RESPONSE ONLY FOR EACH ITEM.)

[PROGRAM TO ALLOW FOR DK  
AND REF RESPONSES FOR EACH ITEM.]

26.	Building and expanding highways to keep pace with land development	
27.	Keeping highway surfaces smooth and free of potholes	
28.	Maintaining bridges in good repair	
29.	Keeping highways clean	
30.	Keeping highways safe	
31.	Providing highway signs that are easy to see and understand	
32.	Keeping highways free of traffic congestion	
33.	Keeping truck traffic flowing smoothly on the highways	

**Here is some information about the Indiana Department of Transportation, sometimes called INDOT (read “in dot”) . . . (READ SLOWLY AND CLEARLY):**

INDOT is directly responsible for numbered state highways, U.S. routes, and interstate highways. INDOT also provides financial support and works with other agencies to provide other types of transportation in Indiana, including public transit, airports, and railroads. INDOT is **not directly** responsible for local city or town streets or county access roads or transit services

For the remainder of this questionnaire, when I say INDOT, I’m talking about the Indiana Department of Transportation.

### **PRIORITIES SECTION**

34. Using a scale of 0 to 10 where 0 means “disagree completely” and 10 means “agree completely,” please rate your **agreement or disagreement** with the following statement: “When it comes to improving transportation in Indiana, I feel that, overall, INDOT has got the right priorities.” You can choose any number from 0 to 10. (REREAD STATEMENT IF NECESSARY. CONFIRM THAT RESPONDENT UNDERSTANDS SCALE. RECORD ONE RESPONSE ONLY.)

Disagree Completely					Agree Completely					DK/REF	
0	1	2	3	4	5	6	7	8	9	10	99

I’m going to read several transportation policy areas. For each area, please tell me whether, in your opinion, INDOT gives it **too little attention, about the right amount of attention, or too much attention.** (READ ITEMS IN RANDOMIZED ORDER. RECORD ONE RESPONSE ONLY FOR EACH ITEM.)

Too little attention:	1
About the right attention	2
Too much attention	3

	Question	
35.	Reduce traffic congestion	
36.	Improve transportation safety	
37.	Improve access to business, recreation and cultural sites	
38.	Make it easier for low income, elderly, and disabled persons to get around	
39.	Actively coordinate with and assist other agencies	
40.	Support economic development in the state	
41.	Protect the environment	
42.	Make it easier for pedestrians and bicyclists to get around	
43.	Use new transportation technologies	
	<b>[EMERGENT ISSUES:]</b>	
44.	Creating a long-term vision	
45.	Improve bus services	
46.	Improve passenger rail services	
47.	Preserve open spaces, farmlands, forests, and other land resources	
48.	Preserve rural lifestyles	
49.	Improve homeland security	

50. In your opinion, what should be INDOT's top priorities in the future? What others? (CLARIFY AND PROBE.)

51. Last year, INDOT spent about 70 percent of its available construction funds on paving and maintaining highways and repairing bridges. INDOT spent 20 percent of its funds on new roadway projects, and another 10 percent of its funds on non-highway programs, like public transit and airports. If it were up to you, would you use the same allocation?

Yes	1	{Q. 69}
No	2	{Q. 66}
DK/Ref	9	{Q. 69}

52. Do you think INDOT should spend **more** or **less** than 70 percent of its available funds on paving and maintaining highways and repairing bridges?

More	1
Less	2
Keep	3
DK/Ref	9

53. Do you think INDOT should spend **more** or **less** than 20 percent of its available funds new roadway projects?

More 1  
Less 2  
Keep 3  
DK/Ref 9

54. Do you think INDOT should spend **more** or **less** than 10 percent of its available funds on non-highway programs, like public transit and airports?

More 1  
Less 2  
Keep 3  
DK/Ref 9

## CUSTOMER SATISFACTION SECTION

### *Subsection 1: Services*

Now I'm going to read some statements about INDOT and ask you how much you agree or disagree with each one. We'll be using a scale of 0 to 10 where 0 means "disagree completely" and 10 means "agree completely." You can choose any number from 0 to 10.

Let's start. On a scale of 0 to 10, how would you rate your **agreement or disagreement** with the statement, "INDOT . . . (INSERT FIRST ITEM IN RANDOMIZATION)? (CONFIRM THAT RESPONDENT UNDERSTANDS SCALE. THEN CONTINUE WITH REMAINING ITEMS IN RANDOMIZED ORDER. RECORD ONE RESPONSE ONLY FOR EACH ITEM.)

[PROGRAM TO ALLOW FOR DK  
AND REF RESPONSES FOR EACH ITEM.]

55.	Builds and expands highways as needed to keep pace with land development	
56.	Keeps highway surfaces smooth and free of potholes	
57.	Maintains bridges in good repair	
58.	Keeps highways clean	
59.	Keeping highways safe	
60.	Provides highway signs that are easy to see and understand	
61.	Keeps highways free of traffic congestion	
62.	Keeps truck traffic flowing smoothly on the highways	

63. In the past 12 months, would you say that INDOT's overall performance has . . . (READ EACH ITEM, ONE AT A TIME)? (RECORD ONE RESPONSE ONLY.)

Gotten a lot worse	1
Gotten a little worse	2
Stayed about the same	3
Gotten a little better	4
Gotten a lot better	5
DK/Ref	9

### *Subsection 2: Image*

I'm going to read some phrases that people might or might not use to describe INDOT. As I read each phrase, please think about how well that phrase describes INDOT, and choose a number from 0 to 10, where 0 means "does not describe INDOT at all" and 10 means "describes INDOT extremely well." You can choose any number from 0 to 10. There are no right or wrong answers. I'm just interested in your impressions of INDOT, based on your experiences or on what you've seen or heard about it.

Let's start with the phrase . . . "(INSERT FIRST PHRASE IN RANDOMIZATION)." On a scale of 0 to 10, how well does that phrase describe INDOT? (CONFIRM THAT RESPONDENT UNDERSTANDS SCALE. THEN CONTINUE WITH REMAINING ITEMS IN RANDOMIZED ORDER. RECORD ONE RESPONSE ONLY FOR EACH ITEM.)

[PROGRAM TO ALLOW FOR DK  
AND REF RESPONSES FOR EACH ITEM.]

64.	Treats all parts of the state and all groups of people fairly	
65.	Is trustworthy	
66.	Puts its funds to good use	
67.	Keeps drivers safe	
68.	Completes highway construction and repairs on time	
69.	Is good at managing growth	
70.	Helps Indiana's economy	
71.	Provides leadership to move Indiana forward	
72.	Protects Indiana's natural environment	



73. Which one of these statements best describes how much you've heard about INDOT lately . . . (READ LIST)? (RECORD ONE RESPONSE ONLY.)

I have not heard about INDOT lately	1
I've heard something about INDOT lately	2
I've heard a lot about INDOT lately	3
DK/REF	9

***Subsection 3: Most Recent Highway Experience***

74. Thinking just about the past 30 days, how frequently did you encounter unacceptable levels of traffic congestion on a numbered state highway, U.S. route, or interstate highway in Indiana? Would you say . . . (READ LIST)? (RECORD ONE RESPONSE ONLY.)

Never	1
Rarely	2
Sometimes	3
Frequently	4
Almost Every Day	5
DK/NR	9

75. 75. Thinking just about the past 30 days, how frequently did you encounter unacceptable levels of pavement quality on a numbered state highway, U.S. route, or interstate highway in Indiana? Would you say . . . (READ LIST)? (RECORD ONE RESPONSE ONLY.)

Never	1
Rarely	2
Sometimes	3
Frequently	4
Almost Every Day	5
DK/NR	9

76. Thinking just about the past 30 days, how frequently did you encounter unsafe road conditions on a numbered state highway, U.S. route, or interstate highway in Indiana? Would you say . . . (READ LIST)? (RECORD ONE RESPONSE ONLY.)

Never	1
Rarely	2
Sometimes	3
Frequently	4
Almost Every Day	5
DK/NR	9

77. Thinking just about the past 30 days, how frequently did you encounter locations that needed signs or that had confusing signs on a numbered state highway, U.S. route, or interstate highway in Indiana? Would you say . . . (READ LIST)? (RECORD ONE RESPONSE ONLY.)

Never	1
Rarely	2
Sometimes	3
Frequently	4
Almost Every Day	5
DK/NR	9

#### ***Subsection 4: Overall Satisfaction***

78. Overall, how would you rate your **satisfaction or dissatisfaction** with INDOT? We'll use a scale of 0 to 10 where 0 means "extremely dissatisfied" and 10 means "extremely satisfied." You can choose any number from 0 to 10. (CONFIRM THAT RESPONDENT UNDERSTANDS SCALE. RECORD ONE RESPONSE ONLY.)

Extremely Dissatisfied										Extremely Satisfied		DK/REF
0	1	2	3	4	5	6	7	8	9	10	99	

79. What ideas, suggestions, or recommendations would you make to improve INDOT's policies or services?

#### **SOCIOECONOMIC CHARACTERISTICS SECTION**

80. What is your zip code? (If asked, zip code of the home—not mailing address)

Record zip code (DK/refuse=99999) \_\_\_\_\_

81. How many years have you lived in the state of Indiana? (RECORD A SPECIFIC NUMBER - NO RANGES.)

Enter years (less than 1 year=0; DK/refuse=99) \_\_\_\_\_

82. How many people live in your household, **including yourself**? (RECORD A SPECIFIC NUMBER - NO RANGES.)

Record number in household (DK/refuse=999) \_\_\_\_\_

83. How many people in your household work outside the home?

Record number in household (DK/refuse=999) \_\_\_\_\_

84. Are you . . . (READ LIST)? (RECORD ONE RESPONSE ONLY.)

- |                         |   |
|-------------------------|---|
| Employed full time      | 1 |
| Employed part time      | 2 |
| Self employed           | 3 |
| Retired                 | 4 |
| A full-time student     | 5 |
| A full-time homemaker   | 6 |
| Not presently employed  | 7 |
| OTHER (SPECIFY: ) _____ | 8 |
| DK/REF                  | 9 |

85. In what year were you born?

Year (DK/refuse=9999) \_\_\_\_\_

86. GENDER (RECORD - DO NOT ASK:)

- |        |   |
|--------|---|
| Male   | 1 |
| Female | 2 |

87. Are you . . . (READ LIST)? (RECORD ONE RESPONSE ONLY.)

- |                                    |   |
|------------------------------------|---|
| African American or black          | 1 |
| Caucasian or white                 | 2 |
| Hispanic or Latino                 | 3 |
| Asian American or Pacific Islander | 4 |
| American Indian or Native American | 5 |
| MULTIRACIAL/BIRACIAL               | 6 |
| OTHER (SPECIFY: ) _____            | 8 |
| DK/REF                             | 9 |

88. Which one of the following categories best describes your total annual household income before taxes? Just stop me when I read the right one. Is it ... (read responses)  
*\*\*Check with IUPOR to use consistent income categories\*\**

Under \$15,000	1
\$15,000 to under \$25,000	2
\$25,000 to under \$35,000	3
\$35,000 to under \$50,000	4
\$50,000 to under \$75,000	5
\$75,000 to under \$100,000	6
\$100,000 or more	7
DON'T KNOW	X
REFUSED	R

That's the end of the survey. Thank You.

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